

Dear Wisconsin FBLA Advisers,

I welcome our adviser, local officers, and members back to another school year with FBLA. To start your year, I encourage you to join our Chair of the National Board of Directors Susan Seufferer and FBLA-PBL President CEO Alexander T. Graham as they welcome you back to a new membership year. Learn about recruitment, retention, and ideas for activities in a COVID-19 world. View the highlights of the new Welcome Guide, take a tour of the Leadership Community, and learn more about adviser resources that are available. Please register for Welcome Back on Aug 12, 2020 5:00 PM EDT at: <https://attendee.gotowebinar.com/register/413559717300509453>. After registering, you will receive a confirmation email containing information about joining the webinar.

Our Wisconsin FBLA Executive Board endorsed a plan this week for our fall leadership experience. In preparation for the unavailability of facility sites for our traditional October labs and November conference events, the board has worked diligently since being elected into their roles this spring to prepare for an alternative high-quality fall leadership experience that provide continuing opportunities for all members. We are additionally excited to expand opportunities to support our chapter advisers and local officers through a range of new options. We want to assure our Wisconsin communities that with the continued support of our Wisconsin FBLA-PBL Foundation, Wisconsin FBLA continue in our mission to support, sustain, and grow membership experiences in our state. Please take a moment to access the recently posted [Wisconsin FBLA Events Calendar](#) for the upcoming school year and we encourage your to review our fall leadership experience plan displayed below. Please feel welcome to any members of our leadership team as referenced online at <https://dpi.wi.gov/fbla/contact-us>.



STUDENT MEMBERS



ADVISERS &
LOCAL OFFICERS



COMMUNITY

Chapter Advisers & Officers (activities starting in August)

First, we ask that all chapters complete the [WI FBLA LOCAL CHAPTER SURVEY FORM](#). This form will provide additional details and provide contact information so that we can share additional information with chapter leaders.

- **Local Officer Training led by Sydney Wilcox, WI FBLA Executive Board Leadership Director**
 - Two Months of No Cost On-Demand Local Officer Leadership Training
 - To be eligible for WI FBLA Foundation financial incentive program for Outstanding Chapter Recognition Award, at least one local chapter officer must be registered (determination of this requirement is still pending review by the Wisconsin FBLA-PBL Foundation)
 - New collaborative opportunities – all state officers will support this Wisconsin local officer community & state officers will be continuing participating in a national community for state officers

- **Local Advisers Trainings led by Stephanie Jansen, WI FBLA Outreach Specialist & Muskego Adviser**

- New [HS](#) & [ML](#) National Local Chapter Communities (How to access & what it can do for you - a network of over 10,000 local advisers and growing!)
- [National FBLA Adviser Guide](#) - [A Special National Message \(90 Second Video\)](#)
- Periodic Wisconsin Adviser Orientations & [WI DPI/WEBIT/FBLA Google Community](#)

Local Members (activities targeted for September & October)

The goals, objectives, actions, and measurable targets for Wisconsin FBLA are outlined in the [state officer team 2020-2021 program of work](#). The Wisconsin FBLA-PBL Foundation will continue to support Wisconsin FBLA with these [updated programs for the 2020-2021 school year](#).

- **State Officer Question and Answer Videos (September)**

- 4 officers will connect each week beginning with the week of September 7
- Opportunity to learn more about your officers and their goals and activities for this year

- **FBLA Co-Curricular Workshops (October)**

- Officers led video lessons shared with advisers/teachers
- Applicable to all students in your classroom and/or FBLA chapter
- Learn more about important aspects of business, leadership & FBLA
- Interactive student activities
- Instructor Guide – developed in collaboration with executive board adviser/teacher to detail components such as academic standards alignment, differentiated instruction, grade focus.

- **Chapter Resource Packets (October and beyond)**

- Informational packets local chapter officers can print out to use as resources and to hand out to members throughout the school year.
- Topics may include:
 - Business Achievement Awards
 - Outstanding Chapter Award
 - Chapter Challenge
 - Competitive Event Tips
 - and more...
- These packets would have additional information about the video workshops we will prepare for our members that will be released in the month of October.

Community (Local Chapter Focus)

We remain committed to being the #1 state providing an FBLA Outstanding Chapter Recognition membership experience in alignment with our national mission to inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

- **Re-Imagining the FBLA Community Experience**

- Dedication from executive board and conference directors over the past 3+ months

- Preparation for unavailability of events for in-person Fall Leadership Lab & Fall Leadership Conference
- Continuous evaluation process for future in-person 2021 Regional & State Conferences
 - (October) Estimated announcement date for 7 high school & 2 middle level Regional Leadership Conferences (February)
 - (January) Estimated announcement date for Green Bay State Leadership Conference (April)
 - If needed, Regional and state events will be modified to support both a regional and state competitive event experiences
- **Continued Financial Support from the WI FBLA-PBL Foundation**
 - Outstanding Chapter Recognition Award program provides the road-map for local membership activities in your local community:
 - Membership/Chapter Management
 - Community/School Service
 - Education/Progress
 - New/reactivated chapter financial support

An Opportunity to Focus Upon Our National Mission

The following additional background information is designed for readers who would like to know more about our process and our strategic plan.

Background

The impact of COVID is forever changing our global society and as we continue into the fall of 2020, we acknowledge the opportunity that this disruptive force provides to accelerate advancements to the many traditional experiences associated specifically with education and our student organizations. Wisconsin FBLA has been notified by facility partners that availability is not viable for the Fall Leadership Labs held in October. Additionally, the facility that was pending to host the Fall Leadership Conference is currently closed to the public and there is no indication that conditions will change supporting the opportunity to host this event for our school-affiliated chapters. Wisconsin has been and will remain committed to being [the #1 national leader providing quality local chapter membership experiences](#) that extend beyond the high profile competitive events opportunities as represented by the largest number of chapters who are recognized for the national [FBLA Outstanding Chapter Recognition Award](#).

Mission & Strategic Plan

Wisconsin FBLA remains focused on our mission for the 2020-2021 school year. Although the delivery of activities may look and feel different to our members, advisers and partners, we feel that this challenge may in fact provide the opportunity for our leadership and members to reflect upon the educational roots of the organization that defines the national co-curricular membership experience. Everything we are focused upon is grounded in our collaborative mission with you, our local leaders, to:

- Inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

To deliver on this mission, our Wisconsin FBLA state leadership had three strategic targets taking into consideration safety, accessibility, and other equity factors.

- Establish an opportunity to actively engage all members. This may be supplemented by support directed to local advisers and officers.
- Leverage student engagement in target 1 to provide a state sponsored applied learning experience/event which may be limited due to event registration requirements. Note: consideration will be given to promote any and all applicable national program activities that will be announced at a later date.
- Support no fee (local/region/state activities) and fee-based member experiences for extended learning beyond the fall event(s) defined in target 1 and target 2 for all members.

Sincerely,

David Thomas

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Wisconsin Future Business Leaders of America State Adviser

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